



STRATEGIC PLAN

North Shore Branch

October 2016

VISION:

The natural environment of the North Shore is maintained and restored to conserve its intrinsic value and its ability to sustain our people, native flora and fauna.

MISSION:

To protect and restore nature in our community, the North Shore of Auckland City, and to be a conduit for national and regional conservation messages.

INTRODUCTION:

The North Shore branch of the Royal Forest and Bird Protection Society of New Zealand Inc. (NSF&B) is the fourth largest branch of the Society. It is a significant community-based voice for nature on the North Shore.

It has (as of 1 September 2016) 1412 members, with 1235 memberships. Our active Kiwi Conservation Club (KCC) with 371 members teaches children to value native plants and animals and the wider environment.

Since our formation in 1966, our members have successfully responded to many threats to the local environment and in so doing have helped shape the attitudes of Aucklanders towards the environment.

We are restoring the council-owned Tuff Crater Reserve and we strongly advocate for stronger environmental protection both locally and nationally.

The main challenges affecting the environment of the North Shore are:

- Rapid population growth is squeezing nature from our city.
- The spread of weeds and pests threatens to overwhelm our native plants and animals.
- Demands for recreation, economic production and residential development all put pressure on our declining natural resources.
- Climate change threatens our coastal habitat and our ability to cope with extreme weather events.

This plan builds on our 2012 Strategic Plan which laid the foundation for the past four years of branch activities. Most of the outcomes of the 2012 plan have been achieved.

This new 2016 Strategic Plan aligns the branch plan with the National Strategic Plan 2015 and the F&B Regional Plan 2016. The plan focusses on the challenges faced locally, while helping to meet the requirements of the national and regional plans. This document sets out a five year strategic direction for our branch that addresses key conservation issues and also works towards building a stronger branch, better able to meet the challenges of the future and to support the Society nationally.

National Plan	Regional Plan	North Shore Branch Plan
<p>Vision Aotearoa/New Zealand - where ecological resilience is at the heart of everything we do</p>		<p>The natural environment of the North Shore is maintained and restored to conserve its intrinsic value and its ability to sustain our people, native flora and fauna.</p>
<p>Mission To Protect and restore nature in Aotearoa/New Zealand</p>		<p>To protect and restore nature in our community, the North Shore of Auckland City, and to be a conduit for national and regional conservation messages.</p>
<p>Principles – how we work</p> <ul style="list-style-type: none"> • We are committed to making a positive difference. • We are active volunteers, doing conservation in our communities. • We are advocates for indigenous biodiversity. • We are raising awareness and educating for the future. • We are financially and politically independent. • • We work in partnership with tangata whenua. • We work in partnership with others nationally and internationally. • • We work to protect indigenous migratory species, in New Zealand and beyond. • We are committed to continuously improving our work. 		<p>We will continue to work closely with Local Boards and Auckland Council</p> <p>We will continue to work closely with other branches in the region</p>

<ul style="list-style-type: none"> • We combine the best of volunteers and professionals 		
<p>Conservation – our priorities include:</p> <ul style="list-style-type: none"> • Acting on the defining issue of climate disruption and building resilience in our ecosystems. • Restoring our oceans to health and growing populations of all indigenous marine life. • Restoring nature in towns and cities in partnership with communities. • Securing large-scale landscapes to build resilience to climate disruption, remove plant and animal pests, and provide habitat for threatened species. • Building a strong government commitment to conservation. • Achieving large-scale pest and weed control, eradicating key predators from New Zealand. • Protecting and restoring rivers and freshwater ecosystems. • Integrating local, regional and national campaigns. • Nurturing tomorrow’s conservationists. <p>Organisation – our priorities include:</p> <ul style="list-style-type: none"> • Building an intergenerational and inclusive Society. • Providing leadership and vision for conservation. • Being collaborative in how we work. 		

<ul style="list-style-type: none"> • Having effective communications, training, systems and support for members and branches. • Building on our strengths and valuing our diversity • Being financially strong. • Being an independent voice. 		
<p>Conservation Priorities</p>		
<p>1. Safe Climate and resilient economy</p>		
<p>1.1 Climate policy and climate disruption In coming years, the effects of climate disruption will be a critical threat to New Zealand’s indigenous species and ecosystems. Forest & Bird is committed to policies and actions that will reduce climate-damaging emissions and build resilience in ecosystems and economy. → Long-term outcome: <i>By 2040, New Zealand has reduced gross greenhouse gas emissions by 70% or more from the 1990 baseline, is carbon neutral, and has measures in place that increase biodiversity resilience and ensure against climate disruption</i></p>		<p>We will establish a Climate Change Action Group to help raise awareness of climate change issues and encourage local low carbon initiatives</p> <p>Our events will be zero waste and low carbon</p> <p>We will promote climate initiatives in our communications and meetings</p>
<p>1.1.a Outcomes within five years: I. New Zealand has introduced measures to reduce emissions, including a strong mechanism for pricing carbon that is independently overseen and linked to a national carbon budget.</p>		
<p>II. Forest & Bird is leading work on practical methods for providing biodiversity resilience to climate disruption.</p>	<p>As appropriate, including alignment of F&B’s internal practices</p>	

<p>III. Climate response and resilience measures have been strengthened in both terrestrial and marine resource management legislation</p>		
<p>IV. Carbon sequestration through the maintenance of healthy indigenous ecosystems and pest control is integral to New Zealand's climate change response.</p>	<p>F&B promotes habitat protection & restoration and encourages pest animal control over as much indigenous forest (including mangroves) as possible</p>	<p>We will continue to foster local native forest restoration programmes, predator control and coastal protection including mangroves.</p> <p>We will work to reduce habitat loss by developments</p> <p>.</p>
<p>1.1.b Outcomes within 10 years: I. New Zealand gross greenhouse gas emissions are declining year on year.</p>		
<p>1.2 An ecologically resilient and sustainable economy → Long-term outcome: <i>By 2040, New Zealand primary industries are protecting and enhancing biodiversity.</i></p>		
<p>1.2.a Outcomes within five years: I. Forest & Bird is a champion of ecologically sustainable practices in agriculture, fisheries, forestry and other primary industries.</p>	<p>Primarily national issue but local issues include Northland swamp kauri extraction, and mining issues in Northland?, Hauraki Gulf fishing, Impact of farming on Hauraki Gulf</p>	<p>We will promote sustainability issues in our communications and meetings</p>
<p>II. Fisheries bycatch of seabirds and marine mammals is significantly reduced so that threatened species declines are either reversed or halted. Forest & Bird successfully advocates for independent, regular, robust reporting on the state of our environment that accurately</p>		

<p>measures progress.</p>		
<p>1.2.b Outcomes within 10 years: I. Fisheries bycatch is negligible, and ocean protection is secured by establishing aon comprehensive marine protected area network, including reserves, around New Zealand. II. The “social licence” to pollute or destroy nature is removed. III. Environmental costs are taken into account in all decision-making on resource use.</p>		<p>We will continue to challenge the destruction of nature through our RMA work</p>
<p>2. Nature within protected areas is secure and well managed</p>		
<p>2.1 A Predator-free New Zealand Introduced predators and weeds are an immediate threat to New Zealand’s indigenous biodiversity. Improving technology and knowledge is creating the opportunity to substantially reduce or eliminate this threat across large-scale landscapes. Forest & Bird will advocate to extend effective pest control and work towards the goal of a (introduced) predator-free New Zealand. → Long-term outcome: <i>By 2040, introduced rodents, mustelids and possums have been eradicated from all of New Zealand, and conservation land is secure from all significant pest and weed threats.</i></p>		
<p>2.1.a Outcomes within five years:</p>		

<p>I. Initial planning for how New Zealand will become predator free is completed.</p>		
<p>II. Forest & Bird supports best practice pest & weed control.</p>	<p>F&B produces excellent community guidelines in conjunction with Councils</p> <p>F&B leads major pest control projects including Ark, Tuff, Motu Manawa, Harbourview, Pest Free Peninsula, and supports joint efforts e.g. Pest Free Kaipatiki etc</p> <p>F&B properties</p> <p>Comprehensive submission on Regional Pest Management Plan revision</p> <p>Promote Dog control policies which protect biodiversity</p>	<p>Pest Free Kaipatiki is flagship but other reserves and coastlines in our area are under predator control Eg Okura Bush, Shoal Bay</p> <p>We will continue to manage Tuff Crater to low pest plant and pest levels and engage neighbours to create a pest free Tuff Crater basin.</p> <p>We encourage all restoration groups to use best practice predator control</p> <p>We will monitor and advocate for strong dog policy and signs to protect wildlife.</p> <p>We will facilitate the development of a national dog policy</p>
<p>III. Forest & Bird has successfully advocated for increasing the area of DOC aerial pest and predator control by 100,000 ha every year.</p>	<p>Northland forest collapse campaign (Forests/Pest Control Campaign mobilisation)</p> <p>F&B produces good support media on landscape scale pest control</p> <p>Work with Predator Free NZ to achieve goal of pest-free NZ Promote Support for a 1080 drop in Waitakeres</p> <p>Promote Predator-free Great Barrier Island</p>	
<p>2.1.b Outcomes within 10 years: I. Rakiura/Stewart Island is predator free.</p>		

<p>II. Planning is well advanced for a major mainland peninsula to be predator free.</p>		
<p>2.2 Conservation land is secure and well managed → Long-term outcome: <i>By 2040, existing conservation land is secure and well managed against threats.</i></p>		
<p>2.2.a Outcomes within five years: I. Forest & Bird has successfully advocated for Conservation Management Strategies and National Park Management Plans that have rigorous protections of native flora and fauna, and their habitats and natural features.</p>	<p>Advocate for Kauri National Park in Northland Advocate for upgrading of GBI/Aotea Conservation Park to NP</p>	<p>We will advocate for improved management of all council and DOC reserve land</p>
<p>2.2.b Outcomes within 10 years: I. All conservation land has effective ecological management.</p>		
<p>II. Consistent application of conservation legislation and management strategies and plans has stopped inappropriate activities or developments on conservation land.</p>		<p>We will advocate for a zero tolerance policy on encroachment or development on public open reserve space.</p>
<p>2.3 Greater protection of high conservation value terrestrial habitats Many areas of high conservation value remain outside of public conservation land. Forest & Bird will advocate for areas of high conservation value to be included as public conservation land and for</p>		

<p>the appropriate reclassification of areas currently in the stewardship category. → Long-term outcome: <i>By 2040, protected areas on land have been expanded to ensure that the full range of New Zealand's natural heritage is secure and well managed.</i></p>		
<p>2.3.a Outcomes within five years: I. Three large areas of South Island stewardship land have been identified and reclassified into a higher protective status.</p>		
<p>II. Significant under-represented terrestrial ecosystems are identified and priority areas protected.</p>		
<p>III. Important Bird Areas for New Zealand have been identified to assist with identifying priority areas for highest protective status.</p>	<p>Advocate for threatened seabirds, including tara-iti (NZ fairy tern)</p>	<p>We will map and monitor IBAs in our area</p>
<p>2.3.b Outcomes within 10 years: I. All high-value conservation lands in the stewardship land category have been reviewed and appropriately reclassified. II. Significant under-represented terrestrial areas have been protected. III. Important Bird Areas on stewardship land have been reclassified and sites upgraded to a more appropriate conservation status</p>		
<p>2.4 Greater protection of high conservation</p>		

<p>value marine habitats New Zealand's marine environment is under significant pressure from economic and recreational use, pollution and bycatch. Forest & Bird will work to create a meaningful network of marine protected areas and reduce the harm from unsustainable use. → Long-term outcome: <i>By 2040, our oceans are healthy and marine biodiversity is recovering.</i></p>		
<p>2.4.a Outcomes within five years: I. Comprehensive legislation for Marine Protected Areas, establishing adequate processes and protection, has been passed.</p>	<p>Contribution to Marine Protected Areas Campaign all of F&B mobilisation</p>	<p>We will promote marine protection in our communications</p>
<p>II. Forest & Bird has successfully advocated for a networked approach to marine protection.</p>	<p>Advocate for greater protection of mangroves Advocate for network of marine reserves around Auckland coastline</p>	<p>We will advocate strong protection of marine significant ecological areas (SEAs) including mangroves. This includes Lucas Creek, Shoal Bay, Okura, Long Bay and Weiti areas.</p>
<p>III. Important Bird Areas for Seabirds are used as a tool to advocate within national, regional and local planning processes.</p>		
<p>2.4.b Outcomes within 10 years: I. A comprehensive and representative network of marine protected areas with ecological integrity has been established over at least 30% of New Zealand's Exclusive Economic Zone. II. All economic activity in the marine environment is sustainable and does not</p>		

<p>compromise marine protection. III. All marine protected areas are well managed and protected against threats.</p>		
<p>2.5 Effective management of threatened species Many species, on land and at sea, remain threatened with extinction. Forest & Bird will work to move beyond ‘triage’ conservation to meaningful protection of habitats and recovery of threatened species. → Long-term outcome: <i>By 2040, all species loss has been halted, threatened species are recovering and their habitats are protected.</i></p>	<p>Biodiversity Loss National Campaign mobilisation</p> <p>Undertake Tara-iti (NZ fairy tern) habitat restoration</p> <p>Advocate for Popoto (Maui’s dolphin) habitat protection</p> <p>Advocate for important Bird Areas (IBAs) protection</p> <p>Produce local maps of sites of threatened species and advocate for their protection.</p>	<p>We will develop a schedule of threatened species and locations in the North Shore area including the 12 species living in Shoal Bay.</p> <p>We will advocate protection of these areas from adverse development pressures eg seapath, harbour tunnel, dogs and predators.</p>
<p>2.5.a Outcomes within five years: I. The Wildlife Act has been reviewed and strengthened to bring it into line with good international models, including integrating species protection with protection of their habitat.</p>		
<p>II. Key threatened species have recovery plans in place.</p>		
<p>III. Important Bird Areas for New Zealand have been identified to help prioritise areas for protection.</p>		
<p>2.5.b Outcomes within 10 years: I. All significant threatened species are covered by a species recovery plan or programme.</p>		

<p>II. All Important Bird Areas for New Zealand have been protected or are being managed to ensure species recovery by 2040.</p>		
<p>3. Nature Beyond Protected areas is secure and well managed</p>		
<p>3.1 Biodiversity protection at the landscape scale To protect representative and threatened species and habitats, Forest & Bird will seek to create environmental resilience to climate disruption at large landscape scales. → Long-term outcome: <i>By 2040, habitat and species loss has been halted, and biodiversity resilience is enhanced at landscape scales.</i></p>		
<p>3.1.a Outcomes within five years: I. There are strong national policies and regional plans for protecting biodiversity.</p>		<p>We will continue to monitor regional and local board plans for ensure maximum biodiversity protections</p>
<p>II. Work has extended to each region to identify potential landscape-scale opportunities to improve biodiversity resilience and halt biodiversity decline.</p>	<p>Extensive tracts of land etc containing habitat and/or potential habitat Biodiversity Loss National Campaign mobilisation</p>	<p>We will actively promote the North West Wildlink including fostering restoration networks in all four local board areas</p>
<p>3.1.b Outcomes within 10 years: I. At least two major landscape-scale ecological networks have been established in each of the North and South Islands to increase biodiversity resilience and halt biodiversity decline.</p>		
<p>3.2 Protecting biodiversity in urban areas</p>		<p>We will support and strengthen our volunteer</p>

<p>Restoring nature in urban areas benefits biodiversity, communities and people. Forest & Bird will work in, and with, urban communities to restore nature.</p> <p>→ Long-term outcome: By 2040, indigenous biodiversity is flourishing in urban areas.</p>		<p>RMA team and continue our legal work to protect urban streams and biodiversity</p> <p>We will upskill members on RMA issues</p> <p>We will monitor local and national government initiatives that may threaten nature on the North Shore and challenge these</p>
<p>3.2.a Outcomes within five years: I. Strategic indigenous habitat restoration is under way in at least four major urban communities</p>	<p>North-West Wildlink</p> <ul style="list-style-type: none"> • Ark Buffer Zone • Tuff Crater • Pest-Free Kaipatiki <p>Pest-Free Peninsula</p> <p>South-East Wildlink</p> <ul style="list-style-type: none"> • Totara Park- Clevedon Scenic Reserve (excl.) <p>Waikowhai Reserve, Hillsborough</p> <p>Involvement in the restoration of the 14 Tupunga Maunga in Auckland</p> <p>Pourewa Valley, Kohimarama</p>	<p>We will focus our branch attention mainly on Pest Free Kaipatiki including the Tuff Crater restoration project and Shoal Bay</p> <p>We will support restoration groups to protect the Long Bay and Okura areas</p> <p>We will investigate the possibility of employed staff to assist with coordination of predator free activities on the North Shore</p>
<p>3.2.b Outcomes within 10 years: I. The first mainland urban area is predator free. II. At least two urban-scale biodiversity enhancement projects have been established in each island.</p>		
<p>3.3 Protecting our freshwater and estuarine habitats Freshwater and estuarine habitats are among the</p>		<p>We will monitor and protect the coastline and estuaries including Shoal Bay, Tuff Crater, Long Bay Okura Weiti, Kaipatiki mangroves, Lucas</p>

<p>most threatened ecosystems in New Zealand. Forest & Bird will work with local communities and regional and national groups to protect and restore freshwater and estuarine habitats.</p> <p>→ Long-term outcome: By 2040, all indigenous freshwater and estuarine habitats and species are healthy.</p>		<p>Creek and Hellyers Creeks and the Upper Harbour</p>
<p>3.3.a Outcomes within five years: I. The National Objectives Framework for freshwater quality and quantity is strong enough to protect all freshwater and estuarine habitats.</p>		
<p>II. Forest & Bird has ensured that the revised water quality and quantity standards have been incorporated into regional land and water plans to protect freshwater habitats and species.</p>	<p>Ensure AUP & NRC plans contain these but also ensure progress...</p> <p>Freshwater National Campaign mobilisation</p>	
<p>3.3.b Outcomes within 10 years: I. The process to protect a comprehensive network of freshwater and estuarine habitats is under way.</p>		
<p>3.4 International links Many of New Zealand’s indigenous species migrate through the region and across oceans. Forest & Bird will work with partners in the Pacific and globally to protect and restore the habitats of our indigenous species, wherever they migrate.</p> <p>→ Long-term outcome: By 2040, New Zealand’s indigenous species are protected and recovering throughout their migration range.</p>		

<p>3.4a Outcomes within five years: I. Forest & Bird is establishing international partnerships to strengthen protection for migratory species.</p>		
<p>II. One international project to enhance the protection or habitat of a New Zealand migratory species has been initiated.</p>		
<p>3.4.b Outcomes within 10 years: I. Forest & Bird is recognised by international partners as a leading advocate and partner for the protection of New Zealand’s migratory species. II. Two international projects to enhance the protection or habitat of a New Zealand migratory species are operational.</p>		
<p>Organisational Outcomes</p>		
<p>4.1 Forest & Bird will work to build a united and resilient organisation that empowers people and communities to protect nature and build a strong national voice for nature. → Long-term outcome: <i>By 2040, Forest & Bird is a powerful advocate for protecting our indigenous biodiversity and natural features.</i></p>		
<p>4.1.a Outcomes within five years: I. Forest & Bird’s membership and supporters are increasing and becoming more representative of New Zealand’s population.</p>		<p>We increase membership to over 1500 by 2021</p> <p>We will offer well-run branch meetings with experienced speakers on a variety of conservation and natural history topics.</p>

		<p>We will continue to run 10 trips per year</p> <p>We will engage with minority ethnic groups and assist to raise awareness of environmental issues</p> <p>We will involve non-members through various means including Meetup</p> <p>We will provide talks to other groups including schools</p>
<p>II. Through professional and inspiring KCC and youth programmes, Forest & Bird is connecting more young people with conservation and enabling them to be a voice for nature.</p>	<p>Develop strong regional networks, nurture KCC and youth programmes. Will require leadership</p>	<p>We will develop and support a F&B youth group from within the North Shore area which may have an Auckland wide focus</p> <p>We will support our KCC branch and KCOs to connect young people with nature</p>
<p>III. Forest & Bird has developed strong regional networks that enable whole-society campaigns, projects and advocacy.</p>	<p>Auckland Regional Chairs forum meets regularly and develops a strong regional network</p>	<p>We will maintain a leadership role in the Auckland Regional Chairs forum</p>
<p>IV. Forest & Bird strengthens its capacity to be an effective voice for nature at local, regional and national scales.</p>	<p>F&B works to develop capacity in branches by upskilling committee members in governance, communications, and advocacy</p> <p>Local Comms Officer retained and encouraged</p>	<p>We will run workshops on governance, communications and advocacy to upskill new and upcoming members to take on these roles within the branch</p> <p>We will encourage members to write letters and submissions on important conservation issues</p> <p>We will appoint a media officer who will ensure regular media coverage of local issues</p>

<p>V. Through effective communications, training, systems and support, Forest & Bird is actively developing leaders and empowering branches, members and supporters to achieve conservation outcomes.</p>		<p>We will mentor and encourage new leaders</p> <p>We will continue to publish a monthly newsletter and blog and maintain high quality web pages</p> <p>We will upskill and utilise new communications tools</p> <p>We will investigate novel ways of getting our message out</p>
<p>VI. Forest & Bird is financially strong and independent with a broad range of sustainable income sources.</p>		<p>We will continue to fundraise by selling product such as calendars and diaries, by applying for grants and by seeking bequests.</p> <p>We will investigate diversifying funding streams</p>
<p>VII. Forest & Bird is effective and influential in its leadership and collaboration with the community conservation sector.</p>	<p>Engage with Reconnecting Northland, KRN, Waitakere Ranges Conservation Network, N-W Wildlink, Seachange Gecko NZ Trust etc</p>	<p>We will continue to engage with other conservation groups in our area including the restoration networks in our four local board areas. These include Kaipatiki Restoration Network, Pest Free Kaipatiki, Devonport Takapuna networks x2, Hibiscus & Bays restoration network and Upper Harbour Ecology network.</p> <p>We will encourage a care group for every North Shore bush reserve to build the North-West Wildlink.</p> <p>We will encourage private landowners to remove invasive weeds and control predators on their properties</p>

		<p>We will continue to run a Kauri Care programme to cover all significant kauri forests on the North Shore, with Forest and Bird volunteers maintaining care stations</p> <p>We will continue to engage with local boards, councillors and council parks and environment departments to foster positive environmental programs in our area</p> <p>We will engage with local MPs to increase their awareness of environmental issues</p>
<p>4.1.b Outcomes within 10 years: I. New Zealanders regard Forest & Bird as the leading community-based conservation organisation. II. Forest & Bird provides leadership, direction and advice to the conservation community sector. III. Forest & Bird’s activities are carbon neutral.</p>		